

Emma Sun

UX/UI Designer

emmafsun@gmail.com | emmasun.design | linkedin.com/in/emma-fsun/

With a background in branding & illustration, I use storytelling to provide delightful user experiences.

WORK EXPERIENCE

Enterprise Design Intern IBM iX Toronto, On	Jan 2026-April 2026 (Expected)
▪ Designing human-centred digital solutions for clients across industries	
User Experience Design Intern TD Bank Group Toronto, On	May 2025-Dec 2025
▪ Working with Enterprise Innovation to ideate and conceptualize future-forward solutions	
▪ Researched, designed and pitched a joint financial hub to enable shared financial management	
▪ Planned, executed, and analyzed 15+ user interviews to identify actionable insights and inform design direction	
▪ Designed and facilitated 10+ design thinking workshops to foster ideation in a cross-functional team	
UX/UI Web Designer The Innovation Hub Toronto, On	Sept 2024-April 2025
▪ Promoted family-friendly culture by designing a microsite to guide U of T faculty on student-caregiver support	
▪ Refined the design system and usability of a 200+ page WordPress website , following WCAG standards	
Designer Freelance Remote	May 2022-Present
▪ Developed project management and communication skills by designing websites, brands, and marketing material	
▪ Increased waiting list sign-ups by 20% by designing and developing a Webflow website for a youth golf academy	
▪ Illustrated 10 mascot designs for an upcoming content monetization platform	
Junior Designer Partners & Hawes Vancouver, BC	Sept 2021-May 2022
▪ Increased donations by 80% for an indigenous youth program by designing their website and social media content	
▪ Increased guest engagement for an Albertan shopping centre by planning their Christmas campaign strategy	
▪ Improved company-wide productivity by restructuring file organization workflows for a 35-member team	

EDUCATION

University of Toronto Master of Information, UX Design Concentration Toronto, ON	Sept 2024-April 2026 (Expected)
Capilano University Bachelor of Design in Visual Communication North Vancouver, BC	Sept 2017-Jan 2022
Hokkaido College of Art & Design Diploma in Illustration, Study-Abroad Program Sapporo, Hokkaido	May 2019-July 2019

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RECOGNITION

TD Enterprise Innovation Intern Hackathon	2025 Winner x2
Advertising and Design Club of Canada Student Interactive	2021 Bronze
Design Professionals of Canada UX Scholarship	2020 Winner
Vancouver UX Awards Student	2020 Finalist
The Association of Registered Graphic Designers Award for Strategic Design	2021 Honourable Mention
The Association of Registered Graphic Designers Award for Placemaking Design	2021 Honourable Mention
The Association of Registered Graphic Designers Award for Packaging Design	2021 Honourable Mention
Colleges and Institutes Canada Printmaking	2021 Winner
IDEA School of Design Portfolio Award	2021 Winner
Applied Arts Student Packaging Design Series	2020 Winner

SKILLS

TOOLS: Figma, Webflow, Wordpress, Adobe Photoshop, Illustrator, InDesign, Microsoft 365

DESIGN: Wireframing, Prototyping, Interaction, Design Systems, Brand, Campaign, Strategy, Illustration, Typography

PROCESS: User Research, Journey Mapping, Information Architecture, Usability Testing, Competitive Analysis, Agile